

Exhibit B

Microsoft
TechEd
2012



Developing and Managing a BI Semantic Model in Microsoft SQL Server 2012

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Agenda

Demos

Demos

Demos

Demos

Demos

Demos

Demos

Demos

Demos

Demos

Analysis Services Momentum

Broad adoption

"Customers in the Magic Quadrant survey report that their Microsoft average deployment sizes are now *larger than any other vendor in the survey in terms of users.*"

"Use of OLAP functionality by Microsoft customers is *more than double* that for the rest of the survey respondents."

[Source: Gartner Magic Quadrant for BI Platforms, 2011](#)

Large ecosystem

"*Wide availability of skills* is among the top reasons customers select Microsoft over competing vendors."

[Source: Gartner Magic Quadrant for BI Platforms, 2011](#)

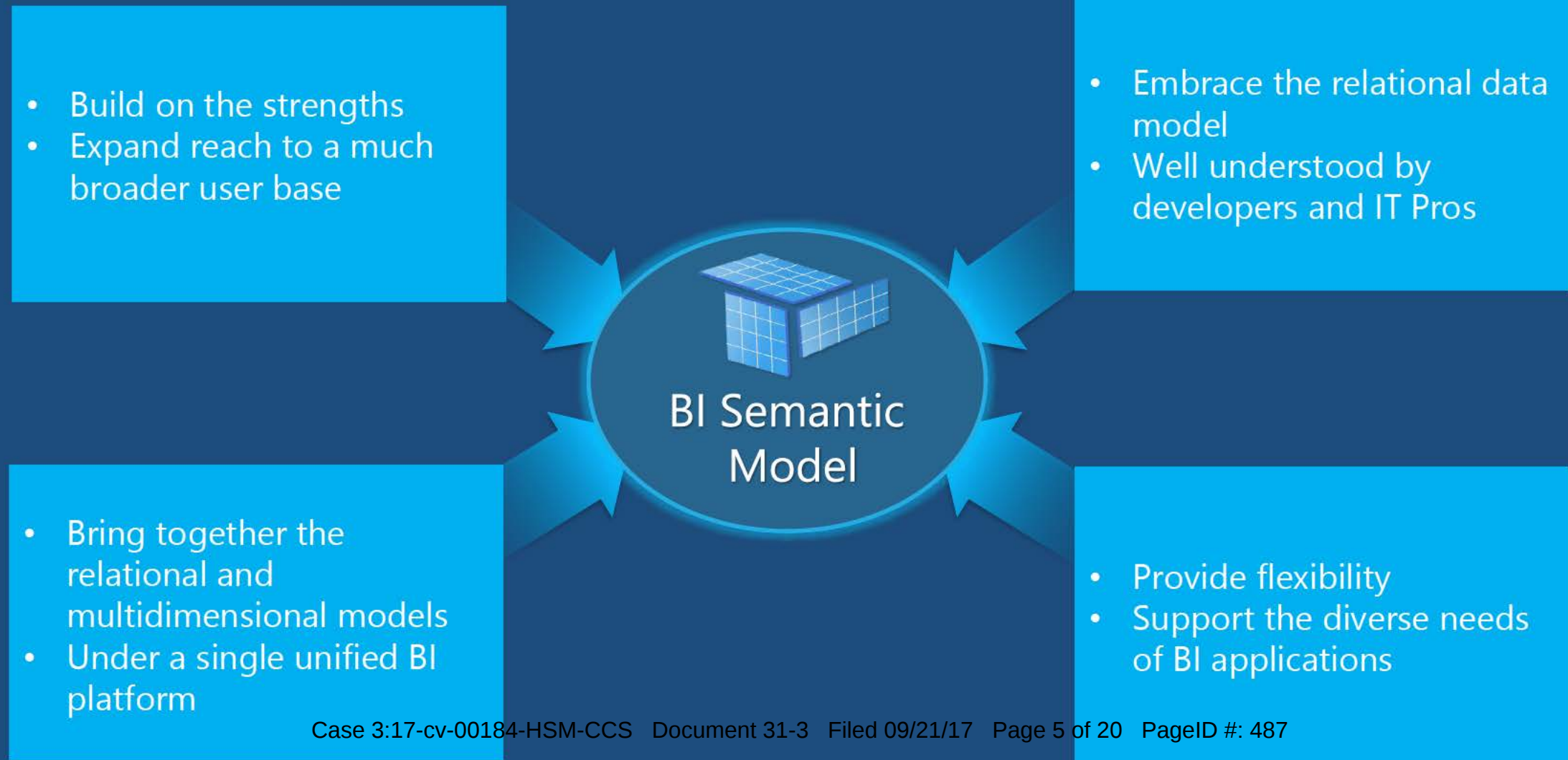
Highest rated infrastructure and development tools

"Microsoft customers *rate its BI platform infrastructure and development tools among the highest* compared to other vendors, and a higher percentage of customers use them extensively."

[Source: Gartner Magic Quadrant for BI Platforms, 2011](#)

Analysis Services with SQL Server 2012

Introducing the BI Semantic Model



The BI Semantic Model

One Semantic Model for BI



- ⌚ For reporting, analytics, scorecards, dashboards
- ⌚ For all users – Personal BI, Team BI, Organizational BI
- ⌚ One model for client tools, two ways to build it – tabular and multidimensional

Three Investment Areas for Analysis Services in SQL Server 2012



- ⌚ Version 2 of PowerPivot for Excel
- ⌚ IT Pro Toolset for BI Professionals
- ⌚ SQL Server Management Studio for IT Professionals

Seamless Transition of the BI Semantic Model Across BI Spectrum



Corporate BI Advantages

Scalability	④ Partitions, Direct Query
Manageability	④ SSMS, AMO, PowerShell, SSIS Packages
Security	④ Row level security
Development Tools	④ Integrated source control, Team Build, Deployment wizard

Design Tools

PowerPivot for Excel

Feels like Excel

One file, Save
to SharePoint

Rapid response to
business problems

Optimized for Excel
power user

Solutions live for
weeks or months

BI Development Studio

Feels like Visual Studio

It's a project (business
case, budget, dates)

Optimized for
BI Pros

Larger data volumes

Teams building BI
solutions

Deployment scripts,
versions

Source Control, TFS



Personal

Team

Corporate



demo



Managing and Building Tabular Projects

New BI Semantic Model Features

⌵ Richer Models

- ⌵ KPIs
- ⌵ Descriptions
- ⌵ Persisted formatting
- ⌵ Advanced sorting
- ⌵ Distinct count
- ⌵ Drillthrough
- ⌵ Perspectives
- ⌵ Hierarchies
- ⌵ Multiple relationships
- ⌵ Parent child

⌵ Optimized Usability

- ⌵ Diagram
- ⌵ Measure grid
- ⌵ Various usability enhancements

⌵ Reporting Properties

All features available in both PowerPivot and BIDS

New Pro Features

- ④ Transition Across the BI Spectrum
 - ④ Restore of PowerPivot models in SSMS
 - ④ Import of PowerPivot models into BIDS projects
- ④ New Tabular Projects in BIDS
 - ④ DirectQuery
 - ④ Security
 - ④ Deployment
 - ④ Data management: Partitioning
- ④ Management of Tabular Databases in SSMS

Features specific to SSDT and SSMS

Summary

KPI's

Descriptions

Partitions

Diagram

Drag 'n Drop Relationship

Persisted formatting

Distinct
Count

Reporting Properties

Measure Grid

Date Table

Drill Through

KPI's

Hierarchies

Multiple
Relationships

Advanced
Sort

Related Content

⌵ Breakout Sessions:

- ⌵ Enriching Your BI Semantic Tabular Models with DAX
- ⌵ Optimizing Your BI Semantic Model for Performance and Scale
- ⌵ BISM: Multidimensional vs. Tabular Speaker(s)

⌵ Product Demo Stations: Breakthrough Insights

⌵ Find Me Later at the Expo Hall...

Track Resources



SQL Server 2012
Eval Copy



Hands-On Labs

mva

Microsoft Virtual Academy



Get Certified!



@sqlserver
@ms_tched

Resources

*my*tech·ed
Learn. Connect. Share.

Connect. Share. Discuss.

<http://northamerica.msteched.com>

Microsoft® | Learning

Microsoft Certification & Training Resources

www.microsoft.com/learning

Microsoft® | TechNet

Resources for IT Professionals

<http://microsoft.com/technet>

 msdn®

Resources for Developers

<http://microsoft.com/msdn>

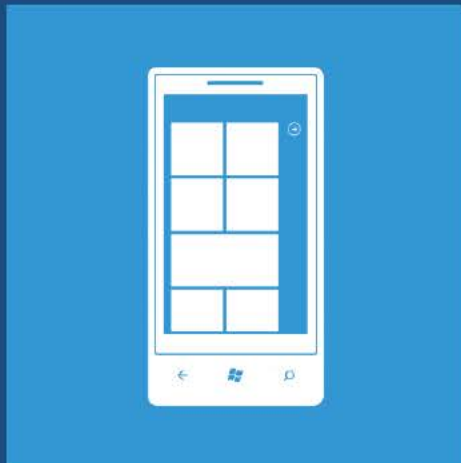
Complete an evaluation on CommNet and enter to win!



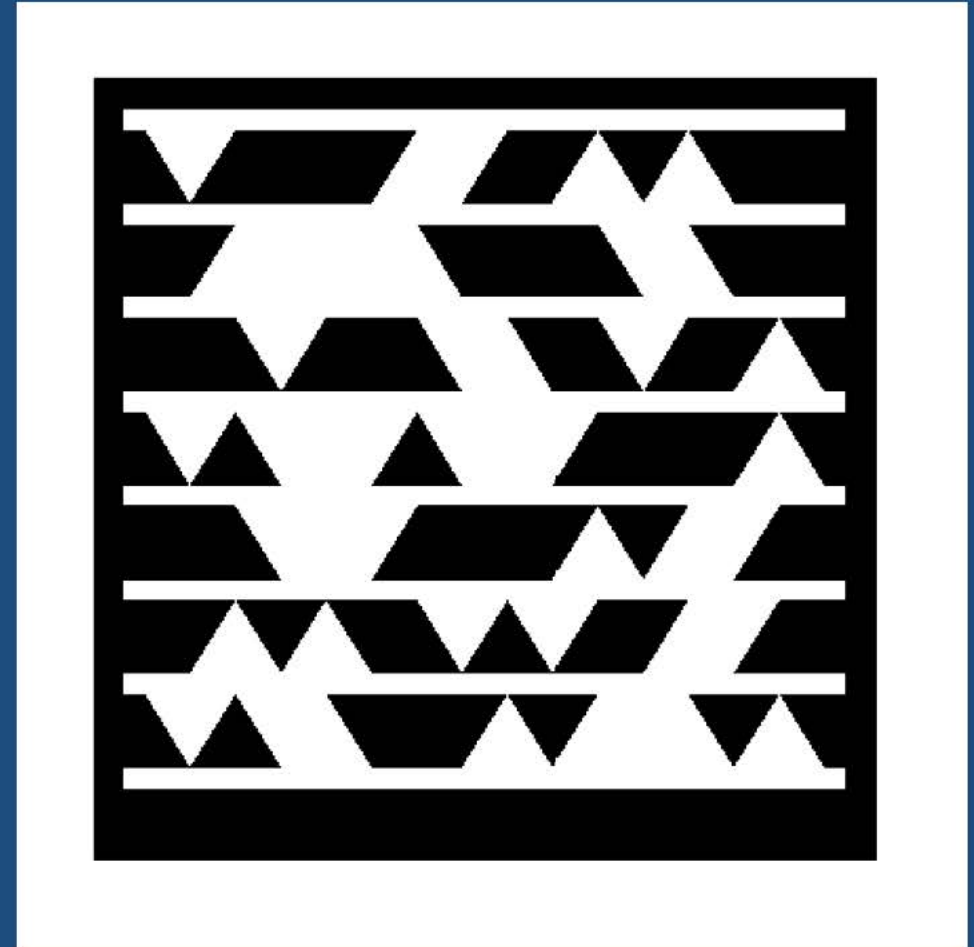
Please Complete an Evaluation

Your feedback is important!

Multiple
ways to
Evaluate
Sessions



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Mobile





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